


# Tisch Institute for Sports Management, Media, and Business

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[ABOUT](#) ► [FACULTY](#) ► **WAYNE MCDONNELL**

## Wayne McDonnell



### Academic Chair and Clinical Associate Professor, NYU School of Professional Studies Tisch Institute for Sports Management, Media, and Business

During his early career, Wayne McDonnell worked as a financial analyst for Marsh & McLennan Companies, Inc., and for Madison Square Garden Company. Today, he is a clinical associate professor in the [M.S. in Sports Business](#) program where he teaches courses including *Financial Management in Sports*, *Sports Management Accounting*, *Revenue Management in the Sports Industry*, *Management of Sports Operations*, and *Sports Finance and Economics*.

According to McDonnell, it's one thing to be a sports fan, but quite another to appreciate and to master the complexities of the billion-dollar sports industry. "The M.S. in Sports Business provides you with an in-depth look at the business behind the game," he explains. "When you enter the program as a freshman, you may love football or baseball, soccer or basketball, but by the time you graduate, you will have acquired a much deeper understanding of the complex financial transactions and business operations that go on behind the scenes including marketing, facility management, and player development."

The program offers small class sizes and personalized attention, which allows faculty and staff members to continuously interact with students and to play an integral role in their education and their career development. The diverse professional backgrounds of the faculty members, whose expertise ranges from employment in collegiate sports to ownership of a major athletic franchise, affords students unmatched networking opportunities and an insider's view of the industry.

McDonnell's students clearly appreciate his efforts both in and outside of the classroom. At a recent Sports Business Society Awards Ceremony, an alumnus thanked McDonnell for helping to prepare him for an exceptional career as director of athlete marketing at Leverage Agency, a leader in sports sponsorship and branded entertainment. For McDonnell, it is moments like this that justify his choice to pursue a career in teaching. "It's always about the students, equipping them for careers in an ever-evolving, fast-growing, extremely dynamic sports industry."




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